

College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

Vol. 30, No. 10

June 2016

Admissions Watch

The Year-End Report

Editor's Note: With this issue, COLLEGE BOUND completes its 30th year of publication. It has been a pleasure to work with you, our subscribers, and follow the trends in college admissions and financial aid. We hope you had a good year. A good summer to you all. (And keep in touch: www.collegeboundnews.com. Or drop us a note at collegeboundnews@gmail.com.

DePaul Tops 19 Thousand. This year, DePaul U. in Chicago, with campuses in Lincoln Park and the downtown "Loop," attracted 19,628 applications for the Class of 2020. DePaul admitted 72 percent of them and, as of May 1, 2,600 students made their deposit to matriculate in the fall, for a yield of 17.8 percent.

DePauw Smaller. DePauw U. in Indiana received deposits from 581 students, down from last year's 612. According to *The DePauw*, the school usually shoots for a class of 650. "It's not unusual for these numbers to be 20-30 students higher by the start of school in the fall," said Cindy Babington, vice president for admission and financial aid. About 22 percent of the new class is made up of students of color, while 13 percent are international students from 23 countries. About 54 percent of the new class is female.

Dickinson 56 Percent Female. Dickinson C. in Pennsylvania received deposits from 629 students by May 3rd, Angela Barone, director of admissions communication, told *The Dickinsonian*. That means the Class of 2020 is likely to be smaller than this year's, which was the all-time largest. About 56 percent of the new class is female, 2 percent lower than this year. And 121 of the new students, or 19 percent, are students of color.

Harvard Admits From Wait List. Eighty percent of students admitted to Harvard's Class of 2020 plan to matriculate in the fall. That means between 40 and 50 students will be admitted from Harvard's wait list, according to the *Harvard Crimson*.

About 48 percent of the new class is female. A record high 22.6 percent of the new students are Asian Americans, 11.4 percent are African Americans, 11 percent are Hispanic or Latino, 1.9 percent are Native Americans and 0.4 percent are Native Hawaiians.

Illinois Unsettled. A year-long budget stalemate between the Republican governor and Democrat legislature may have impacted applications at some Illinois public universities. According to an Associated Press survey, applications to the flagship U. of Illinois-Urbana-Champaign saw an increase this year. But application numbers were down compared to last year at Eastern Illinois U., Western Illinois U., Illinois State U., U. of Illinois-Springfield and Southern Illinois U.-Edwardsville, all schools that rely heavily upon tuition.

Knox 21 Percent International. Knox C. in Illinois received a record 3,589 applications for the Class of 2020, and 2,340 students were offered admission. As of May, 373 students have enrolled. Paul Steenis, dean of admissions, told *The Knox Student* that with transfers, who don't have to make their commitment until June, the new class should have 400 students. About 21 percent of the new class will be made up of international students, while 43 percent will be students of color. The average ACT score is 26.7. Female students make up 56 percent of the class.

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Financial Affairs

Does Federal Aid Simply Encourage Tuition Increases? In 1987, U.S. Secretary of Education William Bennett said, "If anything, increases in financial aid in recent years have enabled colleges and universities blithely to raise their tuition, confident that Federal loan subsidies would cushion the increase." This is sometimes called the "Bennett Hypothesis."

Was Bennett right? A new report from the American Council on Education entitled "Federal Financial Aid Policy And College Behavior" supplies one possible answer. ACE concludes "the Bennett Hypothesis is probably confined to two kinds of institutions: non-selective private institutions serving primarily low-and middle-income students, and the burgeoning for-profit sector that largely educates older nontraditional students who rely extensively on federal aid to finance their schooling.

"For-profit institutions don't offer very much internal grant aid, so there is very little of it for extra federal assistance to displace. So far, there is little evidence about non-selective private institutions pushing up tuition in response to rising federal assistance, but the evidence for a Bennett effect at for-profits seems quite strong."

State Spending Still Below Pre-Recession Levels. The average state spending on higher education is still 15.3 percent less per student than before the Great Recession of 2008, according to a new report, the annual "State of Higher Education Finance," from the State

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YEAR-END REPORT

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Maine Up 22 Percent. The Class of 2020 at the U. of Maine will be up by 22 percent this fall. As of the May 1 deposit deadline, 2,447 students had submitted their fees, compared to 2,012 students at this time last year. According to the *Portland Press Herald*, the biggest jump came from 1,123 out-of-state students, almost half from Massachusetts. The main reason may be the UMaine's new "flagship match" program which allows students from six targeted Northeast states to pay in-state tuition. So more students from New Hampshire, Connecticut, Vermont, New Jersey, Massachusetts and Pennsylvania are applying. UMaine's in-state tuition is \$10,610.

"Being up 22 percent at a flagship university is unheard of and may very well be the largest increase in the nation," Joel Wincowski, interim vice president for enrollment management, told the paper.

MIT Wait Lists. A week after the May 1 deposit deadline, the Massachusetts Institute of Technology announced that its yield will be above 74 percent. That means that 26 students on MIT's wait list of 437 students were offered admission in the fall to join the Class of 2020.

Princeton's Yield Includes Legacies. With 1,323 new students committing to Princeton, this year's yield reached 68.5 percent, almost a full percentage higher than last year, Janet Rapelye, dean of admission, told *The Daily Princetonian*. The target class size is 1,308. She added that 42 percent of the class self-identify as minorities or students of color. Some 163 are international students and 14.4 percent are legacies.

Utica Slashes Tuition To Grow. This year, Utica C. in upstate New York slashed tuition by 42 percent, from \$34,466 to \$19,996 for the 2016-17 year. As a result, applications were up 10 percent this year for first-year students, and transfers grew by 65 percent. Deposits from matriculating freshmen reached 775, a big jump from the traditional 475 class size. Not only that, but the average family income has grown 25 percent to \$93,170.

"We talked about families that have the ability to pay, but they may not have been willing to pay the higher price. They didn't understand tuition discounts or how that worked. Now the price seems more reasonable," Jeffrey Gates, vice president of student affairs and enrollment management, told *The Washington Post*.

Williams 49 Percent Students Of Color. Williams C. in Massachusetts fielded 6,982 applications and admitted 1,206 students or 17 percent, including 100 international students. Of the domestic students, 49 percent are students of color, with 221 Asian-Americans,

186 African-Americans, 169 Latino students and 13 Native Americans.

The average SAT score in critical reading was 727, math 722 and in writing 727. The average ACT score was 33. About 60 percent of the 1,206 admitted students applied for financial aid. Williams also accepted 223 students who are affiliated with the QuestBridge program. The new class size is expected to be about 550 students.

"We are blessed with a world-class applicant pool, and choosing among so many highly-qualified applicants was as challenging as it's ever been," Richard Nesbitt, director of admissions told *The Williams Record*.

Wellesley Began Early Outreach. Wellesley C. in Massachusetts received a record 4,888

applications for the Class of 2020, and the admissions rate dropped to 28 percent. Women of color make up 52 percent of the admitted Class of 2020.

The surge in applications is "most likely from a combination of increased outreach to prospective students and their school counselors, and increasing our visibility in more locations through college fairs, school visits and prospective student gatherings, which are in many cases hosted by enthusiastic alumnae who helped put a face on the Wellesley name," said Grace Cheng, director of admissions. "This year's applicants began receiving information from us as early as sophomore year, which may have given them more time to research Wellesley to get to know us better as a potential fit." ■

Enrollment Trends

College Completion. College completion rates at four-year public institutions have improved in 15 states, according to a recent report by the National Student Clearinghouse Research Center. California, Connecticut, Iowa and South Carolina posted increases of 1 to 2 percent. Also, almost a third of students who started at two-year institutions completed at a different institution. In California and Texas, more than 40 percent completed at a different institution.

Top Transfer Institutions. *The Washington Post* recently culled through the Common Data Set questionnaire to identify prominent universities that admitted transfer students in 2014. Here are top schools that admitted more than 100, with the number of transfer students enrolling:

U. of California at Los Angeles, 3,167; U. of California at Berkeley, 2,187; U. of Southern California, 1,435; U. of Michigan, 1,041; U. of North Carolina at Chapel Hill, 886; New York U., 854; U. of Virginia, 665; Cornell U., 554; Vanderbilt U., 207; U. of Pennsylvania, 150; Georgetown U., 148; U. of Notre Dame, 118; Washington U. in St. Louis, 110; Northwestern U., 55.

Ivy Discrimination? The Asian-American Coalition for Education, representing more than 100 Asian-American organizations, filed a civil rights complaint against Brown U., Dartmouth C. and Yale U. charging discriminatory admissions practices against Asian American applicants.

Marquette To Increase Hispanic Enrollment. Marquette U. in Milwaukee announced that it plans to boost Hispanic enrollment by 15 percent over the next 10 years.

"The U.S. population is more than 17 percent Hispanic, and that figure is projected

to increase to nearly 30 percent by 2050," said Daniel Myers, provost. "Marquette is a Catholic and Jesuit university, so part of our history and our mission calls us to provide a higher education to first-generation college students, particularly those from immigrant families."

New Data. The American Institutes for Research (AIR) just released data from the *Digest of Education Statistics: 2014*. Here are a few highlights:

Between 1990 and 2013, the percentage of 16-to 24-year-olds who were high school dropouts declined from 12.1 to 6.8 percent. However, the dropout rate for blacks was 7.3 percent, for Hispanics, 11.7 percent.

In fall 2014, public schools enrolled 35.2 million elementary students and 14.8 million secondary students. Between 2014 and 2024, public secondary enrollment is expected to increase 3 percent.

From 1976 to 2013, the percent of Hispanic college students rose from 4 to 16 percent. Black student enrollment rose from 10 to 15 percent.

The full report is available at the National Center for Education Statistics website, www.nces.com.

Test-Optional. Wells C. in New York will go test-optional beginning this fall. Wells says that the move is an attempt to make the college admissions process less stressful. "This change is a necessary step to assuring that all students have access to a Wells education," said Susan Raith Sloan, director of admissions and financial aid.

Meanwhile, Willamette U. in Oregon will adopt a test-optional admission process beginning fall 2017. Instead, students will be asked to write about what Willamette's motto and values might mean for their educational goals and vocational aspirations. ■

FINANCIAL AFFAIRS

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Higher Education Executive Officers. Only five states are spending more than in 2008.

However, in 2015, 40 states increased spending to about \$7,000 per student, or by nearly 5.2 percent. State and local governments supplied \$91 billion in support of higher education, an increase of \$4 billion over 2014.

The report also found that over the past decade college enrollment grew by 15 percent and the number of students earning degrees and certificates increased by more than 30 percent.

Find the full report at www.sheeo.org.

Amherst Receives \$1 million For Supporting Low-Income Students.

Amherst C. in Massachusetts is the recipient of a \$1 million prize from the Jack Kent Cooke Foundation for its excellent record of admitting, supporting and graduating outstanding low-income students.

Amherst's percentage of students receiving Pell grants has risen from about 15 percent in 2006 to nearly 25 percent in the current academic year. In contrast, the Cooke Foundation found that only 3 percent of students at top colleges across the U.S. come from the poorest 25 percent of families, while 72 percent come from the wealthiest quarter of families.

"Amherst has shown unwavering resolve to become a national leader in expanding access to college for low-income students by dramatically increasing its financial aid budget, implementing aggressive national recruitment strategies and creating an environment where the students will thrive," said Cooke Foundation executive director Harold O. Levy.

Pell Stats. Pell grant recipients have grown to nearly 40 percent of all college students. This year, Pell grants reduced the cost of college by an average \$3,700 for eight million students.

TUITION TABS

At the same time, in 2015-16, tuition grew on average by 2.5 percent. Here is a spot check of some early data on 2016-17 tuition increases.

Barnard Up By 5.8 Percent. Barnard C. will increase tuition and comprehensive fees to \$50,394 this fall, a 5.8 percent increase. Tuition, fees, room and board will hit \$65,992.

"This rise is directly related to societal increases in the cost of living, and for Barnard, reflects the growing cost associated with recruiting and retaining our faculty and staff, fully funding financial aid to maintain need-blind admissions, implementing the new curriculum and expanding the variety of services in response to student requests," the college said.

Boston C. Tuition Up 3.65 percent. Boston C. will increase tuition to \$50,480, an increase of 3.65 percent. Meanwhile, financial aid will grow by 4.1 percent to \$114 million.

Fort Lewis Up 8.6 Percent. Fort Lewis C. in Colorado will increase tuition by 8.6 percent for in-state students this fall, or about \$504 annually for full-time students. Tuition for nonresident students will remain the same for the seventh year in a row. Fort Lewis also offers a tuition waiver to Native American students.

Guilford Holds. Guilford C. in North Carolina will give students a financial break and freeze tuition for next year at \$33,710. But it will raise room, board and student fees by \$590. So the total cost of attending Guilford full-time will increase by 1.3 percent to \$44,340.

NYU Up 2.9 Percent. Tuition at New York U. will increase 2.9 percent, the smallest increase in 20 years. NYU will also freeze housing and meal plan costs for 2016-17. NYU recently raised \$500 million of a \$1 billion goal for scholarships.

Rochester Up 3.8 Percent. Tuition for U. of Rochester undergraduates will rise by 3.8 percent to \$49,260 in the 2016-17 academic year. However, financial aid will increase by 13.5 percent to \$122.2 million.

USC Has Highest Tuition. The U. of Southern California posted the highest tuition in the nation during the 2015-16 school year at \$51,442, with total costs averaging nearly \$70,000. Vassar C. was the previous leader.

"I tell students that they should apply to private schools but always have more financially manageable backup school options in case financial aid does not cover enough of the costs at the more expensive private school," Saddleback High School counselor David Francisco told the *USC Lariat*. "At the same time, I also encourage students to be wise by avoiding financially crippling student debt. Living at home and transferring local can be a great way to save tens of thousands of dollars in housing and living expenses."

William & Mary Tuition Up 12 Percent For Freshmen Only. The William & Mary Promise to entering Virginia freshmen is that their tuition will not increase at all during their four years. So this year, there is no tuition increase for sophomores, juniors or seniors. But the tuition for incoming Virginia freshmen has been set at 12 percent higher than last year's entering class. William & Mary has also committed to meeting the full demonstrated financial need of all students from Virginia. The William & Mary Promise has resulted in 60 percent of the school's graduates leaving with no education loans. ■

COUNSELOR'S BOOKSHELF

Class and Campus Life: Managing and Experiencing Inequality at an Elite College by Elizabeth M. Lee, Cornell University Press, \$19.95 (paperback), ISBN: 10-1501703110.

Letting Go: A Parent's Guide to Understanding the College Years (6th edition) by Karen Levin Coburn and Madge Lawrence Tregger, William Morrow Paperbacks, \$16.99, ISBN: 10-6061665738.

New Application Tool. The Coalition for

Access, Affordability and Success, a broad coalition of 90 public and private colleges, has developed a free platform of online tools to "streamline the experience of applying to college." High school freshmen can start building a portfolio of their work to present to admissions officers. Counselors and students can sign up at www.coalitionforcollegeaccess.org.

ZeeMee. With more colleges allowing stu-

dents to submit supplemental materials such as videos that provide a multidimensional look at who they are, sites like ZeeMee are helping them. ZeeMee, which uses images, videos and documents to help students tell their personal story, is currently used in over 11,000 high schools. Counselors or students can sign up free at www.ZeeMee.com.

College Scorecard. Remember, you can find key details about college cost and value at the U.S. Department of Education's relatively new College Scorecard, <https://collegescorecard.ed.gov/>. ■

CURRICULUM CAPSULES

Communications And Design. Long Island U. Post has launched a new College of Arts, Communication and Design which “encompasses the School of Performing Arts and the School of Visual Arts, Communication and Digital Technologies.” The new college will enable “students to succeed at the forefront of the evolving arts landscape and confidently enter the creative economy.” The college offers more than 30 degrees.

Marshall Expedites Pharmacy Study. Marshall U. in West Virginia has established “new guidelines which permit students interested in pursuing a pharmacy doctorate to do so more quickly,” said Gayle Ormiston, provost. “Students who successfully matriculate at the School of Pharmacy and complete necessary course work in the first year will be eligible to receive a bachelor’s degree in health sciences, biological sciences or chemistry.”

Transdisciplinary Studies In Technology. Purdue U. has been cleared to offer its first competency-based program, which is in transdisciplinary studies and technology. It is “the first program which combines individualized plans of study, close faculty mentoring of students and a competency-based approach

for traditional learners at a public university,” said Jeff Evans, interim associate dean for undergraduate programs.

Purdue president Mitch Daniels said, “This degree creates a study plan around the student rather than an academic schedule. Students take work at their own pace through the program and in the end come away with a proven skill set that is meaningful to employers in today’s business world.”

AA/BA/BS Pathway For International Students. Western Illinois U. and Carl Sandburg C. signed an agreement that will allow Sandburg’s international students who complete their A.A. degree to gain guaranteed admission to Western Illinois, where they can complete their bachelor’s degree.

The schools will also collaborate and coordinate on recruitment of international students, English language training at Western’s English as a Second Language Institute and transfer of international students to Western Illinois.

Sports Fitness, Recreation And Coaching. This fall, Dean C., a small liberal arts school in Massachusetts, will offer a new stand-alone B.S. degree in sports fitness, recreation and coaching.

“We are very excited to offer to our students a solid, professional pathway to careers in fields as diverse as corporate fitness, professional coaching and community recreation,” said Michael Fishbein, vice president of academic affairs.

Dean C. offers 13 bachelor degree programs, including in arts and entertainment management, business management, communications, dance, security management, English, history, liberal arts and studies, psychology, sociology and theatre.

Delaware Tech And Rowan Transfers. Delaware Technical C. C. and Rowan U. in New Jersey have signed a partnership in four associate-to-bachelor’s degree programs in sciences. “The STEM (science, technology, engineering and math) fields continue to offer great employment opportunities, and tracks in chemistry and computer science are especially strong,” said James Newell, Rowan’s provost and senior vice president for academic affairs. “Through this new arrangement with Delaware Tech we hope to further expand access to a four-year degree to students from Delaware.”

East Stroudsburg And Bucks County Dual Admissions. East Stroudsburg U. and Bucks County C. C. in Pennsylvania recently signed a dual admission agreement to create “a seamless transfer of credits.” ■

NEWS YOU CAN USE

Undocumented Students. TheDream.US, a scholarship program for undocumented students who came to the United States as children, announced that it will fund 500 students from the 16 states that require them to pay out-of-state tuition or will not allow them to enroll at all.

It will award 500 scholarships to attend Eastern Connecticut State U. or Delaware State U. Students will receive up to \$80,000 for tuition, fees, on-campus housing and meals. TheDream.US, will also award 100 scholarships of up to \$7,250 for in-state immigrant students attending either university. This year’s scholarships will be awarded in June.

Study Abroad Costs and Benefits. College students who study abroad are hired more quickly after graduation with higher salaries and are more likely to find jobs in their field, according to the Institute of International Education. However, only one in 10 undergraduates studies abroad before graduating. A survey by #GoStudyAbroad of students who applied for a scholarship to study abroad found that 85 percent said cost was the biggest

obstacle to going overseas to study.

Hiring Up For This Year’s Grads. Michigan State U.’s Collegiate Employment Research Institute projects that hiring will be up 15 percent across all degrees levels this year.

“The occupation-specific majors tend to do much better,” Jaison Abel, of the New York Federal Reserve Bank told *The New York Times*. “Even within business, the more specific majors, accounting or finance, tend to do much better than those with a general major.”

For example, the unemployment rate among recent grads who majored in civil engineering and nursing is 2 percent. But among majors such as anthropology, geology and mass media, the unemployment rate is about 8 percent. Liberal arts majors have an unemployment rate of about 5.8 percent. And 44 percent of recent grads are working in fields that do not require degrees.

Comings and Goings

Centenary C. in northwest New Jersey is now Centenary University. The undergraduate and graduate degree granting institution

integrates the liberal arts with a strong career orientation for about 2,200 students in four locations. This status change has been approved by New Jersey’s Secretary of Higher Education and comes as the institution is about to celebrate its 150th anniversary.

Faced with “insurmountable” financial problems including significant debt, Burlington C. in Vermont, founded in 1972, announced that it closed as of the end of May. Coralle Holmes, dean of operations and advancement, said that to see an institution go out of business is very difficult because of the students who are served....”

Last-Minute Openings. For the 29th year, NACAC (National Association for College Admissions Counselors) has posted a list of scores of colleges and universities that are still admitting students into the summer. See See, www.nacacnet.org.

P.S. And this summer don’t forget *CB*’s “Admissions Story of the Day” at www.collegeboundnews.com. ■

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Production: Design|Americom; Salsedo Press, Inc. COLLEGE BOUND is published monthly, ten times a year. Inquiries should be directed to P.O. Box 6536, Evanston, IL 60204; 773-262-5810. Annual subscription: \$59 in North America, \$69 for international orders, including airmail postage. www.collegeboundnews.com

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